

Appl. No. 09/917,134
Amdt. Dated March 8, 2007
Response to Office Action dated September 8, 2006

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A computer implemented method for entering advertising registration marks into an image comprising ~~the steps of:~~
generating specification data for a plurality of advertising registration marks;
inserting a plurality of advertising registration marks into an image ~~by a user layout~~ at locations determined by the specification data;
and displaying the image ~~layout~~, wherein ~~a user the step of generating generates~~ specification data ~~by is comprised of a step of accessing an electronic memory a digital data storage device~~ containing information providing a correlation between a ~~user designation for a publication designation~~ and a plurality of dimensional specifications for advertising registration marks that are associated with the user designated publication, wherein the digital data storage device stores information providing the correlation between the publication and the plurality of dimensional specifications and further wherein one or more persons or entities other than the user stores the information in the digital data storage device providing the correlation between the publication and the dimensional specifications.

2. (Original) The method of entering advertising registration marks of claim 1, wherein one of the advertising registration marks is a trim mark.

3. (Original) The method of entering advertising registration marks of claim 1, wherein one of the advertising registration marks is a bleed mark.

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4. (Original) The method of entering advertising registration marks of claim 1, wherein one of the advertising registration marks is a live mark.

5. (Original) The method of entering advertising registration marks of claim 1, wherein one of the advertising registration marks is a gutter mark.

Claim 6. (Cancelled)

7. (Original) The method of entering advertising registration marks of claim 1, further comprising a step of scaling a relative size of at least one registration mark with respect to the image information.

8. (Currently Amended) A system for entering advertising registration marks into an image comprising:

a computer processor controlled means for generating specification data for a plurality of advertising registration marks;

a means for inserting a plurality of advertising registration marks into an image layout at locations determined by the specification data; and

a means for displaying the image layout, and further wherein the means for generating specification data is comprised of a means for accessing a computer memory containing information providing a correlation between a user designation for a publication and a plurality of dimensional specifications for advertising registration marks that are associated with the user designated publication, wherein the computer memory stores information providing the correlation between the publication and the plurality of

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dimensional specifications and one or more persons or entities other than the system user stores the information in the computer memory providing the correlation between the publication and the dimensional specifications.

9. (Original) The system of entering advertising registration marks of claim 8, wherein one of the advertising registration marks is a trim mark.

10. (Original) The system of entering advertising registration marks of claim 8, wherein one of the advertising registration marks is a bleed mark.

11. (Original) The system of entering advertising registration marks of claim 8, wherein one of the advertising registration marks is a live mark.

12. (Original) The system of entering advertising registration marks of claim 8, wherein one of the advertising registration marks is a gutter mark.

Claim 13. (Cancelled)

14. (Original) The system of entering advertising registration marks of claim 8, further comprising a step of scaling a relative size of at least one registration mark with respect to the image information.

15. (Cancelled).